

StrateCrowd Portfolio

1/Introduction to Crowdfunding Best practices in Italy

A Report published in 2019 by Starteed, shows the exponential growth of Crowdfunding in Italia between 2018 and 2019 with +109% increase in 2018 and +59% in 2019 (Il Crowdfunding in Italia, Report 2019). This alternative method of financing appeared about 15 years ago in Italy but it is only in the past few years that it started to reach more people and grow consequently.

This is also what we notice by making the research of best practices in the sector. It has been quite easy to find successful experiences of Crowdfunding campaign, but more difficult to find proper Crowdfunding trainings and existing Crowdfunding tools.

Regarding the trainings, it is not easy to find a training focusing on this particular topic. Most of the results we found came from entities collaborating with crowdfunding platforms or from crowdfunding platforms themselves. Even the tools to help people to build a successful crowdfunding campaign are often provided by the latter.

We had the chance to interview a Crowdfunding trainer and it appears that more and more people are interested in the field. At first, mostly artists and accountants. It started few years ago to reach incubators and professionals working for non-profit organisations as well.

Most of the participants to Crowdfunding trainings were over 25 years old until 3 years ago. It is only the past few years that young people started to take part of those trainings, also for professional purposes. Some tools are created to reach younger people such as SMARTUP. However, the latter is not only focused on Crowdfunding but more generally on how to develop a start-up, this includes the study of financial aspects among which alternative financing, using Advanced Reflective Tools.

As we noticed during our research, there are many very successful crowdfunding campaigns that have been undertaken. However, Italy misses more trainings focused on that particular topic and easily accessible to reach more young people and develop their awareness about crowdfunding, share with them successful experiences, and develop tools for them to be able to develop a successful crowdfunding campaign. All of this in order for youngsters to understand that Crowdfunding is a real financial tool that new entrepreneurs must take into consideration, and that sometimes is even a better than the more traditional funds (e.g. The Festival of the Journalism of Perugia).

2/Best practices

Crowdfunding training Best practices on existing training for crowdfunding

1 - A Scuola di CrowdFunding

General Information:	
1. Name of the practice	A Scuola di CrowdFunding
2. Organization and country	School Raising, ITALY
3. Learners group /Target group / Participants' group	
age	students from 15 to 19 teachers from 30 to 50 new entrepreneurs 18 - 60
general/specific branch	civic / commons
students / VET teachers / employees ...	students, teachers, new entrepreneurs
4. Context / Learning environment	
formal or non-formal education	Non-formal education
5. Need to be covered by the good practice	How to co-design a successful campaign; activate a process of developing ideas;

6. Learning goals	
Knowledge?	Crowdfunding basic knowledge; what crowdfunding is and how it works; what are the campaign key elements.
Skills?	<ul style="list-style-type: none"> ● entrepreneurial skills: turning ideas into project validated by the market/backers ; ● teamwork skills: cooperation, respectfulness, conflict resolution; ● communication skills: oral speaking capability, written, clear speech; ● problem-solving: based on design thinking approach (diverge-converge, human-centered, visualize, rapid prototyping); ● decision making: make decision-based on the priority of the elements; ● creative thinking: harnessing collective intelligence in order to find solutions out of the box.
Behaviors?	how to look at an entrepreneurial project from the point of view of the opportunities offered by crowdfunding
Attitudes?	Build a detailed campaign plan; campaign monitoring and adjustment. Having tools to solve problems makes participants more optimistic about their own future.

7. Methods – Approach/ Types of activity (f.e. workshop).	Workshop
8. Materials: are there specific materials that are needed?	On-line app (Miro App) Live version: printed canvases, post-it, markers, and whiteboards
9. Evaluation and description	
what kind of reflection is included in the practice?	How to divide the campaign into its basic elements; how to harmonize the whole process.
how are the learning outcomes evaluated in this best practice?	There is no formal evaluation. The workshop leads the participants to an active analysis of their skills.
what kind of feedback do the learners receive?	As a group activity, it aims to create circular feedback between the different participants
10. Transferability potential/Variations	Some of the tools used during the workshop can be used to become the core flow of a board game. Some of the output can be presented as an acting in order to add a funny but useful feedback moment during the game flow. There are some common elements of crowdfunding campaigns that can be turned in gamecards (such as the lunch-event of the campaign, flashmob, etc..).

2 - Workshop Ginger

General Information:	
1. Name of the practice	Workshop Ginger
2. Organization and country	Associazione Ginger (IT Non Profit) https://www.ideaginger.it/

3. Learners group /Target group / Participants' group	Non Profit Worker or Volunteer
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3 - Laboratorio di progettazione

General Information:	
1. Name of the practice	Workshop (they don't have a specific name)
2. Organization and country	Produzioni dal Basso , Italy
3. Learners group /Target group / Participants' group	
age	different ages (from 20 to 60 years old)
general/specific branch	informal groups; no profit organization; cultural institutions
students / VET teachers / employees ...	students; young entrepreneurs
4. Context / Learning environment	
formal or non-formal education	non-formal
5. Need to be covered by the good practice	
6. Learning goals	
Knowledge?	Basic of CF

Skills?	know how to conduct a successful campaign
Behaviors?	/
attitudes?	/
7. Methods – Approach/ Types of activity (f.e. workshop).	usually frontal with case history; sometimes interactive workshop
8. Materials: are there specific materials that are needed?	slide; specially created videos pre-compiled excel for economic planning
9. Evaluation and description	
what kind of reflection is included in the practice?	challenging with good practices
how are the learning outcomes evaluated in this best practice?	the real effectiveness of the campaign with respect to programming
what kind of feedback do the learners receive?	there is no formal feedback; continuous attending to improve the campaign
10. Transferability potential/Variations	During the Covid lockdown, Produzioni dal Basso launches the "Attiviamo Energie Positive" (we activate positive energies) program: a series of free webinars dedicated to topics related to crowdfunding and more.

4 - Crowdfunding Base certificato ECN in live streaming

General Information:	https://www.fondazionefenice.it/crowdfunding-base-certificato-ecn/?#perche-corso-crowdfunding
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1. Name of the practice	Crowdfunding Base certificato ECN in live streaming
2. Organization and country	<p>Fondazione Fenice [Italy], part of the ECN-ISG (Italian Strategic Group) which is a multi-stakeholder working group established with the aim of fostering the emergence of a strong crowdfunding ecosystem in Italy, by bringing together universities, public authorities, private foundations, and industry associations and provide them with knowledge, contacts and skills as to support the creation of a culture of crowdfunding in Italy.</p> <p>Fondazione Fenice experiments and proposes first and foremost new and better ways of living in community. This certainly requires educating young people, training workers and improving company policies.</p>
3. Learners group /Target group / Participants' group	<p>The training course aims at professionals willing to get to know crowdfunding for business, educational or other reasons. In particular:</p> <ul style="list-style-type: none"> o PMI; o Start-Up; o Enti Pubblici; o Univesità e centri di ricerca; o Associazioni e No-Profit; o Liberi professionisti.
Students / VET teachers / employees ...	Professionals

<p>4. Context / Learning environment</p>	<p>Training Institute</p>
<p>Formal or non-formal education</p>	<p>The Crowdfunding training proposed is a Non-formal education training which aims to upskill professionals.</p> <p>The training includes the participation of industry experts and a workshop where participants will develop the draft of a crowdfunding campaign.</p>
<p>5. Need to be covered by the good practice</p>	<p>The need to be covered is the need of awareness regarding alternative financing and in particular Crowdfunding in order to be able to use it when it is appropriate and use it in a proper manner, avoiding the common mistakes and planning a successful campaign.</p>
<p>6. Learning goals</p>	<p>The training covers the following goals:</p> <ul style="list-style-type: none"> - Acquire knowledge of the crowdfunding market in Europe with focus on the Italian market;

	<ul style="list-style-type: none"> - Know the European regulatory aspects; - Know the dedicated platforms; - Know how to manage a crowdfunding campaign; - Develop a communication strategy; - Acquire the skills to take the ECN Base certification exam.
Knowledge?	<p>The training covers the following topics:</p> <ul style="list-style-type: none"> - Overview of the crowdfunding market in Europe with focus on Italy; - European and Italian models and platforms; - Relationship between entrepreneurs and communities; - Update on European and Italian legislation; - Definition of the budget, methods of implementation, margins of variability; - Risk analysis; - Identification of target groups, amplifiers and investors; - Developing a communication strategy; - Workshop: Developing the draft of a crowdfunding campaign.
Skills?	<p>This crowdfunding training provides indirectly entrepreneurial and financial skills to participants.</p>

<p>7. Methods – Approach/ Types of activity (f.e. workshop).</p>	<p>The training is entirely based on the "learning by doing" methodology, accompanied by a peer-review approach between participants and trainers involved in each session.</p>
<p>8. Materials: are there specific materials that are needed?</p>	<p>The material used during the course is the followings:</p> <ul style="list-style-type: none"> - Slides; - Audio/video recording of lectures; - European Certificate.
<p>9. Evaluation and description</p>	
<p>How are the learning outcomes evaluated in this best practice?</p>	<p>A survey is carried out by the ECN-ISG and the results are published in a Report the first two years of the programme. For this purpose, a questionnaire is provided to the participants in order for the institute to understand the type of profile that attends the training course (profile with some knowledge of Crowdfunding, or beginner profile) and in which way the course has been useful for the participants (added value/feedback). It is also asked if the participants already organized a Crowdfunding campaign after they attended the training.</p>
<p>What kind of feedback do the learners receive?</p>	<p>The course includes an exam for a European Crowdfunding Network (ECN Base) certification.</p>

10. Transferability potential/Variations	The training can be used in a bigger educational context aiming to provide entrepreneurial skills, including alternative financing tools.
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5 - "What is Crowdfunding and how to realize a project" – Corso di formazione di base

General Information:	https://www.crowdfundingbuzz.it/un-corso-di-crowdfunding-napoli-per-imparare-realizzare-propri-progetti/
1. Name of the practice	"What is Crowdfunding and how to realize a project" – Basic Training Course
2. Organization and country	Crowdfunding Formazione [Italy] http://www.maurizioimparato.it/crowdfunding-formazione/
3. Learners group /Target group / Participants' group	Business managers, business and marketing consultants and those seeking new opportunities to finance and publicize a project.
Age	At the beginning: +25 years old. Later, also people under 25 (the last 3 years).
General/specific branch	Artists - business men/women. Later, incubators and non-profit organizations.

Students / VET teachers / employees ...	Entrepreneurs
4. Context / Learning environment	Training Institute
Formal or non-formal education	Mixed of formal and non-formal education
5. Need to be covered by the good practice	The need to be covered is the need for awareness regarding Crowdfunding in order to be able to use it when it is appropriate and use it in a proper manner, avoiding the common mistakes and planning a successful campaign.
6. Learning goals	<p>To provide an overview of opportunities for the financing of business ideas, projects, events and periodic fundraising activities.</p> <p>The idea is for the participants to understand the different opportunities, how to proceed to finance an idea or project and learn how to choose the most appropriate type of crowdfunding/the right communication strategy.</p>
Knowledge?	<p>Analysis of platform models, differentiated by sector;</p> <p>Development of traditional and social communication strategies;</p> <p>Analysis of donors, existing communities and engagement connections;</p> <p>Management and fiscal regulations of reference;</p> <p>Analysis of domestic and foreign cases;</p>

	<p>Indications of sectorial tools;</p> <p>Indications of the levers of success for the engagement and development of campaigns.</p>
<p>Skills?</p>	<p>This crowdfunding training provides indirectly entrepreneurial and financial skills to participants.</p>
<p>7. Methods – Approach/ Types of activity (f.e. workshop).</p>	<p>Participants participate in groups of 15 - 20 people. The first part of the course is dedicated to deepening the theoretical tools of Crowdfunding. In the second section we proceed in an operational way, showing which are the phases and tools for the realization of projects, analyzing together some practical and successful cases.</p>

<p>8. Materials: are there specific materials that are needed?</p>	<p>Data report Massolution</p> <p>https://www.crowdfundingbuzz.it/crowdfunding-report-2015-massolution/</p> <p>Use of slides, planification format, communication and community analysis format, graphic tool, video and social media.</p> <p>Sectorial bibliography with data elaborated by the Crowdinvesting Observatory which analyses the alternative finance sector and the report of the Polytechnic of Milan.</p> <p>It resulted a format that starts from the operational vision of the need to be filled and then analyzes the proposal to be developed in crowdfunding, its possibilities to be really an adequate project in crowdfunding, the analysis of the most suitable solution between crowd donation, crowdinvesting and real estate crowdfunding, the connections with an integrated fundraising plan, divided into models.</p>
<p>9. Evaluation and description</p>	<p>The institute uses evaluation sheets, reviews on LinkedIn and consultancy activities.</p>
<p>10. Transferability potential/Variations</p>	<p>The training can be used in a bigger educational context aiming to provide entrepreneurial skills.</p> <p>The training can be made for any participants with different existing levels of the training: a basic training for beginners and a training for professionals in crowdfunding.</p>

Successful crowdfunding campaigns in social entrepreneurship

1 - B-Switch - Abbigliamento da strada inclusivo

General Information:	
1. Name of the practice	B-Switch - Inclusive Streetwear
2. Organization and country	School Raising IT
3. Description of the campaign	<p>B-Switch is a streetwear fashion line, created by 30 teenagers from Bologna, Italy.</p> <p>The project encourages youth to use the potential of fashion starting from the enhancement of urban cultures and subcultures.</p> <p>The CF campaign aims to fund and launch an event by creating a portfolio so that participants can enhance their education and future jobs.</p> <p>Goal 2,000 euros Total funding 2,741 euros (137%) 75 bakers</p> <p>B-Switch was born within the Freeware Academy, a project that is part of the Bologna Municipal School District. Another partner is Ksenija Savicevic, creator of Etik Wear, a fashion line based on the principles of environmental sustainability and respect for people's work.</p> <p>The engagement of the district started from a dense network developed by the project main partner. Several bakers are local merchants and project partners.</p>

4. Lessons learned	The crowdfunding activity implemented and strengthened the skills of the trainees; gave them a strong and positive feedback.
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2 - Good Night Stories for Rebel Girls - 100 racconti per sognare in grande

General Information:	
1. Name of the practice	Good Night Stories for Rebel Girls - 100 tales to dream BIG Kickstarter Campaign Indiegogo Campaign
2. Organization and country	https://www.undercats.com/ es Timbuktu Labs https://www.rebelgirls.com/ Italy - San Francisco
3. Description of the campaign	Good Night Stories for Rebel Girls is a children's book packed with 100 bedtime stories about the life of 100 extraordinary women from the past and the present, illustrated by 100 female artists from all over the world. The campaign reaches 675.614 \$ with 13.454 backers on Kickstarter (in the first 30 hours founded 100% of the starting goal 40.000 \$). Then on Indiegogo, the project reaches 1.063.213 € with 24.903 backers. In 2017 the 2° volume of the series reaches 866.193 \$ with 15.000 bakes on Kickstarter.
4. Lessons learned	<ul style="list-style-type: none"> - gathering community before the launch - during the design of the project; - a lower strating goal can be a communication strategy to raise your reputation; - video quality: high level mixed low quality to stress authenticity; - once you gather a community through crowdfunding, you can leverage on that community to launch a new product: - first community (create dialogues, this will help you for ideation and validation too), then contents (product)

3 - Clairly

General Information:	<p>Clairly, is an Italian start-up that since 2016 develops hybrid and sustainable products that combine nature, technology and design Made in Italy for the air purification of indoor environments. In 2016 it had launched a reward crowdfunding campaign, for an intelligent air purifying vase, on the global Kickstarter platform obtaining a great success: 231 thousand euros collected thanks to the support of 1281 "backers".</p>
1. Name of the practice	Clairly
2. Organization and country	Pordenone, Italy

3. Description of the campaign

This year, the startup decided to launch NATEDE, a new, more sophisticated product, and, once again, relied on Kickstarter crowdfunding. And with exceptional results: the campaign, in fact, which ended at the beginning of June, has collected 765 thousand euros thanks to over 3800 pre-orders.

One of the commitments made with backers was to plant 10 trees for every NATEDE sold. With the NATEDE pre-orders, the Clairly company will donate 50,000 trees.

Clairly was born from the idea of Paolo Ganis, Alessio D'Andrea and Vincenzo Vitiello who, starting from the latter's thesis project, have designed a technological and design solution that projects in the future the concept of "plant pot" to reduce indoor pollution and control the air we breathe directly from our smartphone.

The potential and innovativeness of this start-up and its products have already been recognized by the European Union, which has decided to invest, through the Horizon2020 SME vehicle, 2 million euros in the entrepreneurial project.

The uniqueness of NATEDE is to enhance the natural properties of plants, which is impossible with ordinary plant pots. The innovative internal design of NATEDE, combined with the technological unit and the biomaterials used, make this product an excellence in design, sustainability and made in Italy.

Experiments and stress tests conducted in the LINV and PNAT laboratories of the University of

Florence have shown that NATEDE eliminates up to 93% of VOCs (volatile organic compounds) and up to 99% of viruses and bacteria in 9 hours in a room of about 36 square meters. The greenest air purifier ever, moreover, is equipped with advanced sensors that monitor pollutant levels, including carbon monoxide and PM 2.5, temperature and humidity, and also has an innovative photocatalytic filter that does not require replacement. NATEDE is connected to a free app that allows the user to monitor air quality on each device and is compatible with the newest smart home devices from Google and Amazon.

4. Lessons learned

Italian company; thanks to an innovative idea and two crowdfunding campaigns it has managed to achieve success.

In 2015 Vincenzo Vitiello and Alessio D'Andrea realize the first prototype of natural air purifier: a technological pot, able to multiply the beneficial effects of the plant inside and consequently purify the air.

The prototype is successful and the project is selected for an acceleration path in Silicon Valley, at the end of which back in Italy they launch 2 crowdfunding campaigns and get 230,000 euros the first time, over 700,000 euros the second time. Clairy still enjoys great success among all those who want an innovative, technological and 100% eco-friendly air purifier.

The most important lesson learned here was that it is always useful to think about Crowdfunding, not only at the start of a company, but also during the life of the company in order to develop some new projects/new products.

4 - My cooking box

General Information:

My Cooking Box is an Italian start - up specialized in delivering cooking boxes containing high quality ingredients already measured up to prepare home (or basically everywhere) Italian Gourmet recipes.

The idea is simple: the new- co selects and measure up top ingredients to prepare special recipes and deliver it to food lovers willing to cook the best Italian specialties for their guests.

1. Name of the practice	My cooking box
2. Organization and country	Milan, Italy
3. Description of the campaign	<p>The first crowdfunding campaign was launched by the company founder (a 30- years old lady) 2 years ago with the aim of collecting 50.000 euro. At the end of the campaign the project collected 4 times more than expected with a total amount of 200.000 euro thus allowing its founder to create an ad- hoc e- commerce platform, to widen the offer with new cooking boxes and to enter both national, and international market.</p> <p>The second crowdfunding campaign was launched last summer on Mamacrowd, one of the main Italian equity crowd funding platforms. In one month, 500.000 euros were collected. After only few hours from the campaign's launch more than 100% of the goal was reached and it went over funded by around 253% 2 weeks before the end of the campaign. The investors decided to trust a project promoting the export of the best made in Italy cooking and food tradition and the opening of a store in Milan is foreseen in the months to come.</p> <p>Cooking box represents one of the examples of a growing industry based on equity crowdfunding which has grown by 150% over the Italian territory in 2017, according to the latest report by Starteed, a crowd company developing solutions for crowdfunders.</p> <p>https://mamacrowd.com/projects/185/my-cooking-box?tab=profilo</p>

4. Lessons learned

With My cooking box Chiara Rota wants to give anyone the opportunity to prepare a typical Italian regional dish at home like a real chef.

She had a brilliant idea: a box containing all the necessary ingredients and in the right doses to prepare the chosen dish.

To finance her project, Chiara launches 2 crowdfunding campaigns: with the first one she gets 250 thousand euros, well beyond the target of 50 thousand euros; in the second one she gets over 530 thousand euros.

My cooking box brings home a great success: double funding to develop the project and the shares of the first funders who have increased their value thanks to the success of the second campaign.

Existing innovative tools for teaching or guiding through:

- How to design a Business plan
- **Storytelling for communicating the idea behind the crowdfunding campaign**
 - Project design

1 - Community Toolkit

General Information:	
1. Name of the practice	Community Toolkit https://www.communitytoolkit.it/en
2. Organization and country	Collaboriamo - Italy Housing Lab - Italy Itinerari Paralleli - Italy

3. Aims of the tool	Activate, prototype, and grow a community.
4. Methods – Approach/ Types of activity	Community Toolkit is a series of canvas.
5. Materials: are there specific materials that are needed?	It's possible to download a free digital version of the canvas from the web site.
6. Evaluation and description	
what kind of reflection is included in the practice?	The tool guides the analysis of the members of a community; identifying the main roles within the community; trigger action to activate or reactivate a community; set a touchpoints map between the community manager and the community; help to identify the motivations that drive members to action and what rewards the organization can provide.
how are the learning outcomes evaluated in this best practice?	There is an evaluation canvas for planned action.
what kind of feedback do the learners receive?	Learners will be able to read communities from different points of view; reflect through a set of visual tools to categorize communities; clarifying how to activate a community.
7. Transferability potential/Variations	The tool is applicable to different types of communities.

2 - CICERO - LStrumento per il Public Speaking

General Information:	
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1. Name of the practice	CICERO - A framework for Public Speaking
2. Organization and country	Sefirot Srl via Carlo Noè 3, Torino, ITALY https://cicerodeck.com/
3. Aims of the tool	To analyze, structure, and build speeches in the most effective way.
4. Methods – Approach/ Types of activity	Card Game. Place the Cicero Card on a wall or table; create your speech outline using different types of cards; then with a post-it and a pen write down the speech's content.
5. Materials: are there specific materials that are needed?	Deck of Card (purchasable online on the site, both in paper and in a printable digital version). Post-it and pen.
6. Evaluation and description	
what kind of reflection is included in the practice?	The tool focuses on communication from the point of view of the listener. Helps to create an effective message with a final call to action.
how are the learning outcomes evaluated in this best practice?	There is not a concrete evaluation: it is a self-correcting tool; it creates a structure that helps generate content inside a proven structure in a predetermined way.
what kind of feedback do the learners receive?	They will be able to visualize their speech structured and organized.
7. Transferability potential/Variations	Create effective storytelling for video production (both for speech and general structure for a video).

3 - Il Manuale del Crowdfunding

General Information:	
1. Name of the practice	Il Manuale del Crowdfunding
2. Organization and country	Produzioni dal Basso, Italy
3. Aims of the tool	The guide aims to give useful tips, strategies and ideas to help anyone interested in making a crowdfunding campaign.
4. Methods – Approach/ Types of activity	User-friendly language used in the guide to make it accessible to everyone; to-do-list and editorial plan to fulfil in order plan the crowdfunding campaign.
5. Materials: are there specific materials that are needed?	Digital format with free access on the producer's website (PDF version) https://www.produzionidalbasso.com/media/docs/pdb_comefunziona.pdf

<p>6. Evaluation and description</p>	<p>The guide goes through topics such as how to build a project (business plan, crowdfunding campaign) and how to communicate in a crowdfunding campaign.</p> <p>The guide helps to define the project (objectives, budget, timing...), to choose the right crowdfunding campaign according to the project and to make a successful campaign.</p> <p>The producer has experience in making some webinars about crowdfunding (e.g. through the platform of Attiviamoenergiepositive.it "Le basi del crowdfunding") where some questions can be asked to the trainer.</p>
<p>7. Transferability potential/Variations</p>	<p>The methodology used can be used in varied educational context aiming to provide entrepreneurial skills, and can be used in an international context.</p> <p>The user-friendly language used makes of this guide a tool that is intended for non-professional people willing to build a crowdfunding campaign excluding experts in entrepreneurship or crowdfunding.</p>

4 - SMARTUP

<p>General Information:</p>	
<p>1. Name of the practice</p>	<p>SMARTUP</p>

2. Organization and country	UNIVERSITA' DEGLI STUDI DI MILANO-BICOCCA, Italy
3. Aims of the tool	Develop an innovative Startup Master & Advanced Reflective Tools through cooperation between Universities and companies belonging to innovative sectors, based on the idea that students need entrepreneurial competencies to succeed
4. Methods – Approach/ Types of activity	<p>Contribution of participating academic institutions and business organizations by means of new methodological approaches, in order to produce two main outputs: an innovative Master on entrepreneurship and an inclusive web portal for students and startupper willing to improve their entrepreneurial knowledge and mindset.</p> <p>50% of the lectures and labs are implemented as face-to-face sessions, focusing on basic studies including business cases.</p> <p>50% of the courses/classes are conducted with blended learning methods, such as online studies (e.g. webinars, project work, exercises, creating business or marketing plans and business games and coaching apps).</p>
5. Materials: are there specific materials that are needed?	Offline and online tools. Online instruments and contents, including serious games, coaching apps, and mentoring and mindfulness tools.

<p>6. Evaluation and description</p>	<p>The project will build offline and online tools to support students in the early stages of enterprise development, from crafting their idea to accessing finance. A smart open space will be provided where would-be entrepreneurs can share knowledge and know how - but also tricks and tips - to face the challenge of creating a successful start-up; the community will be animated by students, startupper, teachers, mentors, entrepreneurs, and investors.</p> <p>Evaluation: This supporting path will be a Master programme - developed and tested by participating universities in close cooperation with the other partners.</p>
<p>7. Transferability potential/Variations</p>	<p>The methods used can be used in other educational contexts to learn how to become entrepreneur.</p> <p>The methods used in the master could be used in extra-academic contexts involving all people willing to learn about the topic or willing to develop a project, and not only students.</p>

3/Crowdfunding Platforms

CF Platform

<https://schoolraising.it/>

<https://www.produzionidalbasso.com/>

<https://www.retedel dono.it/>

<p>Which kind of projects do the crowdfunding platforms in your country support?</p>	<p>Crowdfunding platforms in Italy operate in various fields covering a heterogeneous range of projects. They support: cultural projects, such as publishing, films, books, events, concerts, and so on; social innovation and environment projects; start-up's projects such as the launch of a new product or a new service.</p>
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	Some platforms link their projects to ONU 2030 Sustainable Development Goals.
How are campaigns structured and run?	<p>Crowdfunding campaigns in Italy are mostly structured around a presentation video and a list of rewards.</p> <p>A description of the project with text is essential, it is important to explain clearly and simply what the campaign is about, why support the project, how the CF money will be used, which team, how the rewards are delivered, photo and graphics, rewards, designer presentation.</p>
What kind of support and training do the platforms offer for their users?	Crowdfunding platforms often have a FAQ page where to find information in support of the navigant. Some of them offer designers's support to accompany the writing and launch of the campaign. The crowdfunding platforms mentioned before offer also training workshops.